

Clarification of Existing Policy and Practices in Establishing the Recreation Fees that Youth Are Charged

Existing Policy	How Policy Is Implemented with Youth Recreation Programs and Facilities
Recreation Sub-Element	
6.1C.3a Utilize market-based pricing in the establishment of fees, and continually evaluate the effectiveness of pricing strategies.	Staff use market principles to establish fees, a key component of which is determining the market rate for programs and activities by surveying like providers for their fees for similar services. In the case of programs and activities for youth, the market or “sub-market” is other agencies providing similar recreational services to youth (e.g., neighboring cities, YMCA). This “sub-market” takes into account youth needs, willingness to pay and the individual and the community value of youth participation. As such, the market rate that is arrived at is a Youth market rate, or a Youth Rate .
6.1C.3b Structure the pricing and enrollment system for class registration and facility reservation to give City residents advantage over non-residents, where feasible and appropriate.	When offering many youth activities, “residency” is determined by the school each student attends.
6.1C.3c Offer and implement multi-use discount programs where feasible and appropriate.	Multi-use discount passes work for programs which are essentially drop-in programs where participation levels may vary by individual. Multi-use discount passes are currently available for Fremont Pool and the golf courses.
Policy 6.1C.4 Provide a system to allow persons who are economically disadvantaged to participate and use programs, facilities and services.	The City has a Fee Waiver program currently administered by Sunnyvale Community Services. Each qualifying resident is able to have fees for recreational activities provided by the City waived up to a certain yearly amount. The Fee Waiver program is currently being reviewed internally to determine what adjustments, if any, might be implemented.
Approved Supplemental Action Statement for the City's Recreation Sub-Element, as a Result of Council Action 12/08/98; RTC 98-446:	
Consider below market fees for programs such as “at-risk” teen programming, where a higher priority is placed on ensuring participation than any other factor.	This policy gives staff considerable leeway in establishing fees below what would otherwise be the market rate for a particular youth offering. Staff use a wide variety of means (including needs assessments, school input, geographic considerations, and age of participants) for determining which programs and activities might benefit from this approach. Many of the current drop-in offerings fall in this category.